c·r·c

COLLEGE RADIO CORPORATION

I've been able only to scratch the surface in this letter of the many ramifications invloved in this matter, and sincerely hope that there may be a chance for us to get together in person at some time before the meeting on the tenth so that we may really further explore all the various factors.

I was sorry to hear you say that you didn't expect that enough was going to take place on the tenth to justify a personal meeting now; we feel very, very strongly that we must work out some solution to the present problems before the January budgets are fixed, and before renewal of the present Luckies contract is "pitched." We have absolutely no motive other than to secure more business for the 107 stations we represent and for the 7 Ivy stations as well; we feel sure that offering all stations as a single market in appropriate cases can bring more business to our stations and yours in the bargain. Our wish is to cooperate and work together with you, Ivy and the other Ivy stations in what ever way seems most practical and expedient to all. We emphatically do not want to detract from the reputation of Ivy, and are prepared to demonstrate that our revised proposal will not only preserve the present stature of Ivy, but will serve to increase it. We desire to include the Network as such, and in this way can see no reason for it to lose any of its present prestige - our proposed system has certainly not lost Ivy any prestige in the Lucky Strike account.

Since we feel it is so important to accomplish a real solution on the tenth, we want to accomplish all possible groundwork for that meeting before hand - bring out all possible criticisms and suggestions on both sides, so that we can all be thinking about them between now and the tenth. We have talked with personnel at all stations we have visited excepting yours (we have not approached WVBR as yet); in every case the meeting has been highly rewarding on both sides. We sincerely hope you'll be able to get together with us too - in New Haven, or perhaps in New York if you're passing through during the holidays.

Cordially,

Bob Vance

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:lk